



Mark Young
New York Metro

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To: Mark Gambardella
Marshall Richards
Charlie DiBeneditto
Lee Maney
Greg Mitchell
Steve Grossberg

Subject: Salem Introduction

Gentlemen,

Earlier today we were talking to the Salem brand group about the movement on the four new Salem box styles. Bottomline, it's too early to really tell what brand styles are moving the best without simply asking each of the Representatives. It's apparent that the Slide-Box styles appear to have the best movement, but depending on your geography, it can be either the Full Flavor style or the Light style. This creates a big problem when Winston-Salem is attempting to figure out how much additional 'sniped' product is needed so that all 4 brand styles run out at the same time. Right now, we are apparently very heavy on the FF Side Box and the FF 100 Box styles.

Since there is no way to get actual product movement on a store by store basis, we're looking at the possibility of having the SR/TR's do actual weekly audits in approximately 3 to 4 stores in their assignments weekly (*approx. 120 total stores*).

* How many cartons of each of the following brand styles were ordered this week:

- > Salem FF Slide Box
- > Salem Light Slide Box
- > Salem FF 100 Box
- > Salem Light 100 Box

* In addition, how many total cartons were ordered this week.

* This could possibly be done by phone 3 to 4 stores per Rep.

What do you think. Can we do this without interrupting the Sales/Territory Rep's schedule too much? Give it some thought and we'll discuss at the meeting.

Sincerely,
Mark Young

cc: RO/MM/YW

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